

CLAIMS

I/We claim:

- [c1] 1. A computer system for requesting advertisements to be placed along with content, comprising:
- an advertisement generator that generates advertisement sets, each advertisement set identifying a keyword and an advertisement;
 - a fee calculator that calculates fee amounts for advertisements;
 - an advertisement submitter that sends to an advertisement placement service a request to place an identified advertisement along with content associated with the identified keyword at a fee amount; and
 - an advertisement manager that receives from the advertisement generator advertisement sets, receives from the fee calculator a fee amount for each advertisement set, and provides to the advertisement submitter a request to place an advertisement associated with the advertisement set at the received fee amount.
- [c2] 2. The computer system of claim 1 wherein the fee amount is a bid for an auction.
- [c3] 3. The computer system of claim 1 including multiple advertisement generators that each generate advertisement sets using different algorithms.
- [c4] 4. The computer system of claim 1 wherein the advertisement manager selects an advertisement for a keyword based on analysis of the likelihood of users selecting the advertisement when it is placed along with a content associated with the keyword.

- [c5] 5. The computer system of claim 4 wherein the selection of an advertisement is further based upon income resulting from users selecting that advertisement.
- [c6] 6. The computer system of claim 1 including multiple advertisement submitters where each advertisement submitter being associated with an advertisement placement service.
- [c7] 7. The computer system of claim 1 including a database containing statistics relating to placements of advertisements.
- [c8] 8. The computer system of claim 7 wherein the statistics include average cost-per-click of an advertisement and average revenue-per-click.
- [c9] 9. A method in a computer system for placing advertisements, the method comprising:
 generating advertisement sets that specify an advertisement, a keyword, and an amount;
 selecting advertisement sets for placement of advertisements;
 requesting an advertisement placement service to place advertisements in accordance with the selected advertisement sets;
 analyzing the effectiveness of the placed advertisement for each advertisement set; and
 selecting advertisement sets for placement of advertisements based on the analysis.
- [c10] 10. The method of claim 9 wherein the effectiveness of a placed advertisement is based on profit resulting from a user selecting an advertisement.
- [c11] 11. The method of claim 9 wherein the advertisement service places advertisements with search results with a search term matching the keyword.

- [c12] 12. The method of claim 9 wherein the advertisement service places advertisements with content associated with a keyword that matches the keyword of an advertising set.
- [c13] 13. The method of claim 9 including calculating the amount based on advertising metrics.
- [c14] 14. The method of claim 13 wherein the amount is adjusted based on advertising metrics.
- [c15] 15. The method of claim 9 wherein the advertisement sets are automatically generated by an advertisement generator.
- [c16] 16. The method of claim 15 wherein the advertisement sets are selected based on effectiveness of the advertisement generator that generated the advertisement set.
- [c17] 17. The method of claim 9 including calculating the bid amount based on a profit-based algorithm.
- [c18] 18. The method of claim 9 including calculating the bid amount based on a revenue-based algorithm.
- [c19] 19. The method of claim 9 wherein the advertisement placement service is a search engine service.
- [c20] 20. The method of claim 9 including filtering the generated advertisement sets based on frequency of keywords.
- [c21] 21. The method of claim 9 including filtering the generated advertisement sets based on desirability of keywords.

- [c29] 29. The computer-readable medium of claim 28 wherein the advertisement sets are selected based on effectiveness of the advertisement generator that generated the advertisement set.
- [c30] 30. The computer-readable medium of claim 22 including calculating the bid amount based on a profit-based algorithm.
- [c31] 31. The computer-readable medium of claim 22 including calculating the bid amount based on a revenue-based algorithm.
- [c32] 32. The computer-readable medium of claim 22 wherein the advertisement placement service is a search engine service.
- [c33] 33. The computer-readable medium of claim 22 including filtering the generated advertisement sets based on frequency of keywords.
- [c34] 34. The computer-readable medium of claim 22 including filtering the generated advertisement sets based on desirability of keywords.